



*Never doubt that a small group of thoughtful,  
committed citizens can change the world.  
Indeed, it is the only thing that ever has*  
– **Margaret Mead**

# Welcome!



## THE LIFE CYCLE OF VOLUNTEER MANAGEMENT



# What I Hope You'll Gain Today



- ❖ A framework for thinking about volunteer engagement
- ❖ A greater understanding of the nuts and bolts of effective volunteer management
- ❖ Awareness of resources available to support your volunteer program

# Why do we engage volunteers in our organization?



WHAT IF...

YOU HAD ALL THE MONEY  
YOU NEEDED TO SUPPORT  
THE ORGANIZATION'S  
MISSION?

WOULD YOU STILL INVOLVE  
VOLUNTEERS?

# To Accomplish...



# Five Minute Reflection



1. Your organization's mission?
2. Why do you (or want to) engage volunteers with your organization?
3. How do you currently utilize volunteers?
4. How well is your program aligned with the mission?
5. What barriers/challenges make it difficult to engage volunteers with your organization?

# Philosophy/Purpose Statement



Clarifies why and how volunteers:

- ❑ Are integrated
- ❑ Are valued
- ❑ Contribute to the achievement of the mission



# Volunteer Engagement – Everyone's Responsibility

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- LEADERSHIP
- HUMAN RESOURCES
- DEVELOPMENT
- PROGRAM
- IT
- VOLUNTEER TEAM

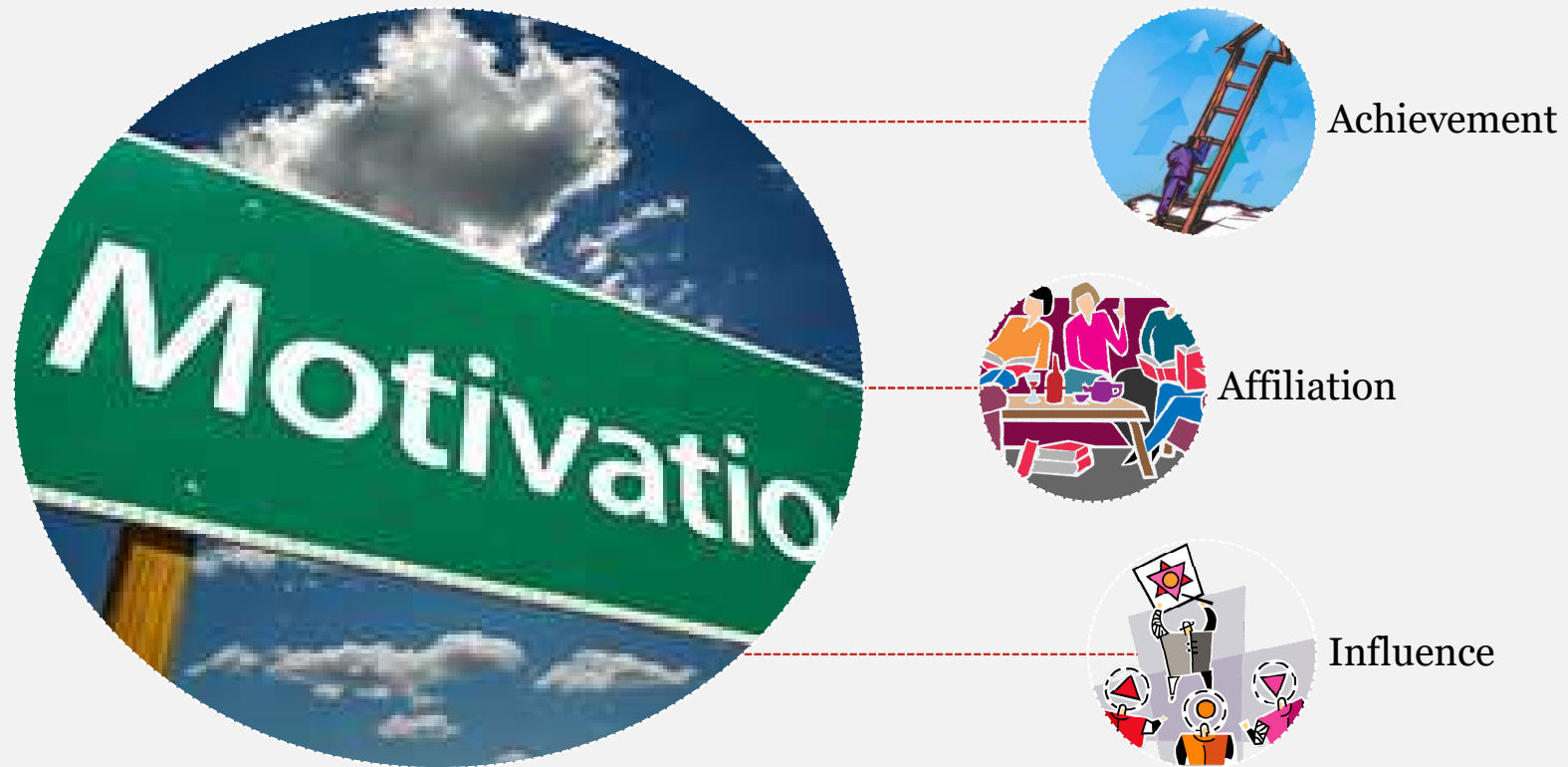


# Who is a Volunteer?



What are some essential characteristics?

# McClelland's Theory of Social Motivators



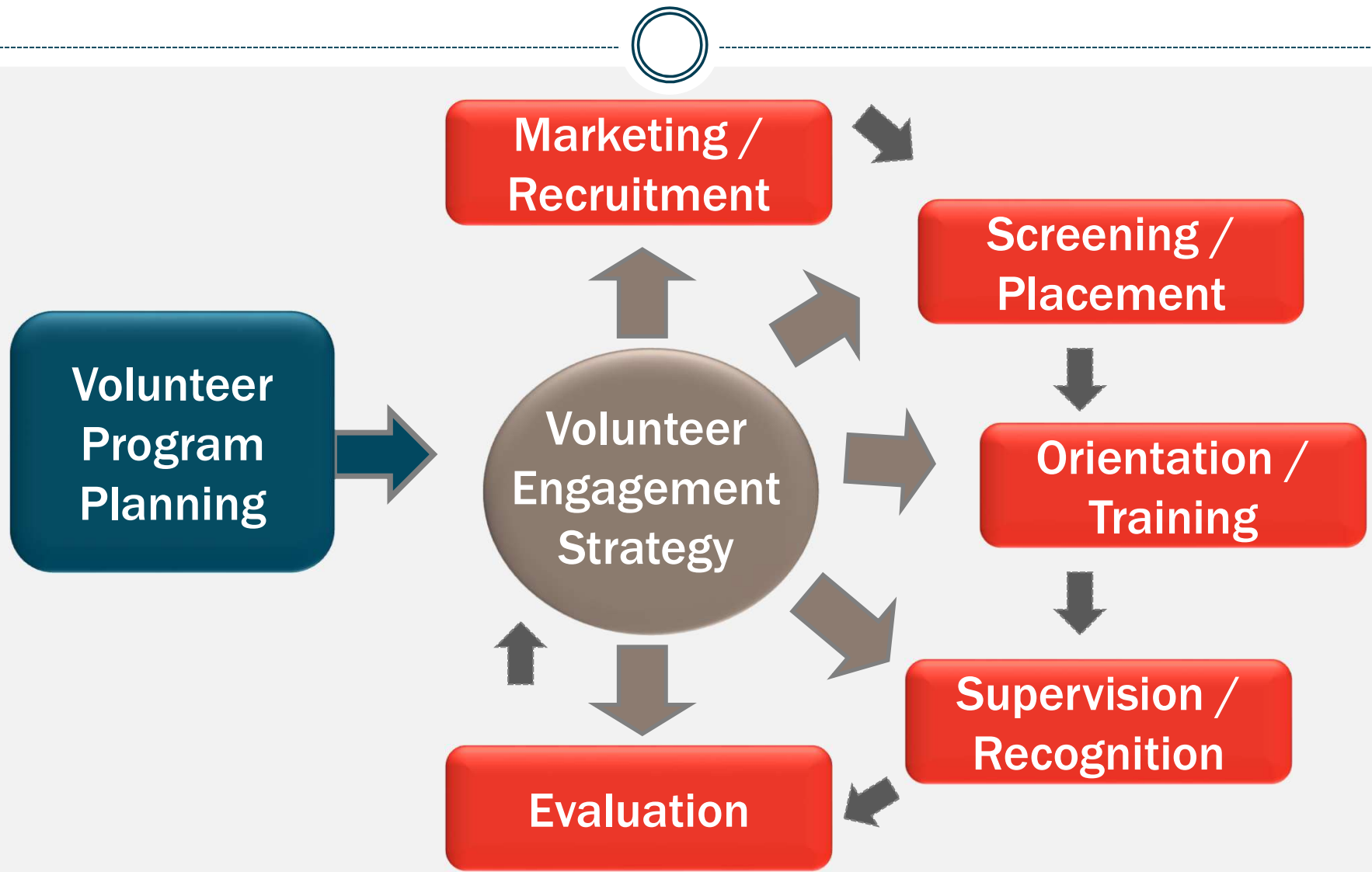
# A Volunteer is...



Anyone entering your agency, no matter the motivation, is a potential long-term volunteer and/or donor if they have a positive experience



# Volunteer Engagement Cycle



# Volunteer Management Guide

Looking for helpful tools to boost your nonprofit's use and management of volunteers? 501 Commons has compiled a list of best practices in volunteer management, as well as sample volunteer handbooks, job descriptions, surveys, training manuals, flow charts, and information to help you assess your needs.



## Volunteer Management Guide

- [Planning & Policy](#)
- [Volunteer Management Staff](#)
- [Designing Volunteer Positions](#)
- [Recruiting & Application](#)
- [Orientation & Training](#)
- [Recognition, Supervision, & Feedback](#)
- [Demonstrating Impact](#)
- [Skills-Based Volunteering](#)

# Planning



# Steps to Effective Role Design



- Goal/Objective
- Role
- Supervision



# Volunteer Position Descriptions



- Clarify responsibilities and expectations
- Limit liability
- Fully use talents and abilities
- Foundation for recruitment
- Assist in placement, screening , and supervision
- Record-keeping



# Marketing & Recruitment



# Speak to Your Audience



“When you send a message to the community in general, you often wind up speaking to no one in particular”  
(Rick Lynch)



# Choose Your Target



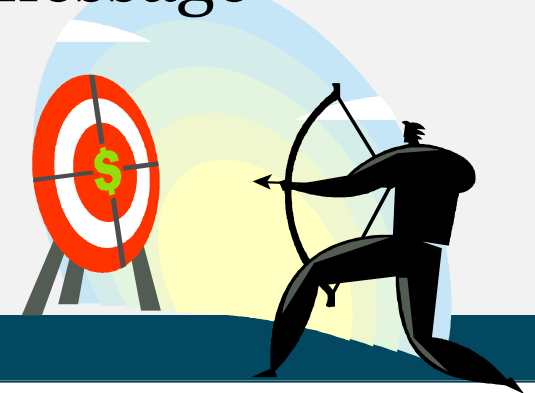
**Step 1:** Identify your target audience

**Step 2:** What would appeal to them about the position?

**Step 3:** What are some possible barriers?

**Step 4:** What strategies to reach your audience?

**Step 5:** Craft your recruitment message



# Screening & Placement



# Matching Volunteer Requirements with Organizational Needs

<b>Volunteer</b>	<b>Organization</b>
Volunteer's values about who they want to help	Focus/mission; staff/board diversity; who is served
Volunteer's values about workplace culture	Organizational culture
Volunteer's preferences about engaging/developing their skills	Organizational needs (what needs to be done; what expertise is needed)
Volunteer's preferences about the structure and benefits of a volunteer opportunity	Structure and benefits of the volunteer opportunity

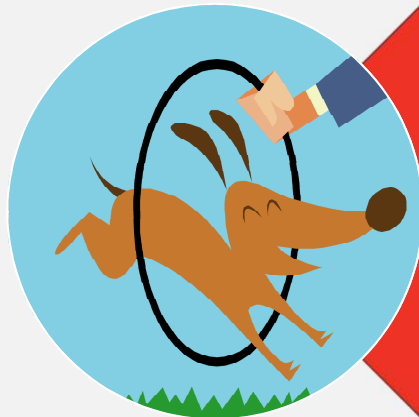
# Orientation & Training



# Orientation and Training



**Orientation:**  
information on  
your organization



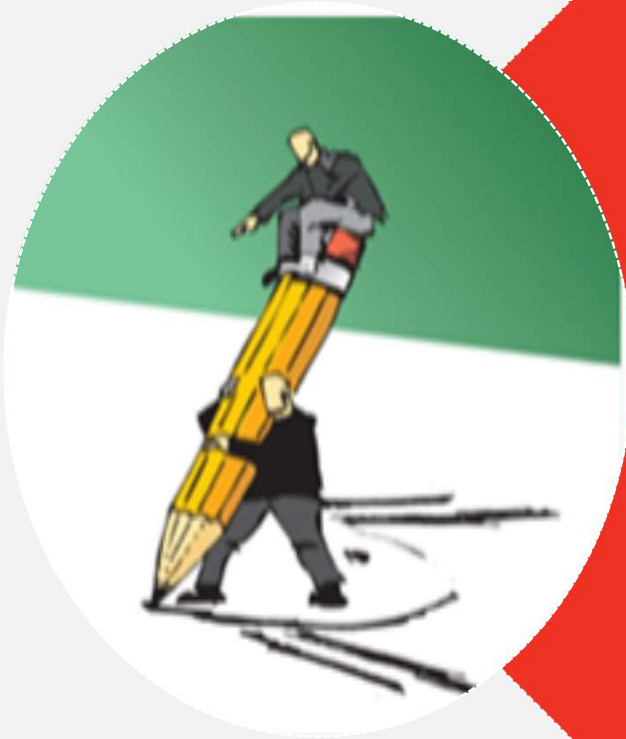
**Training:**  
specific knowledge,  
skill or attitude

# Supervision & Recognition





# Supervision



## Guiding Principles

- Take care of the person, not the task
- Provide guidance in the way that works for the volunteer, not the way you think is right.
- Support, rather than control, the volunteer's efforts.

# Moving Beyond Recognition



- Recognize their presence and what they are doing for your agency; articulate impact
- Make sure volunteers are doing work that is meaningful to them
- Invite volunteers to participate in decision making
- Promote volunteers to other roles that engage their talents (i.e., volunteer ladder)
- Provide professional development opportunities
- Ask volunteers for feedback



Thank volunteers  
in the way they want to be thanked

*The golden rule*

# Evaluations



# Volunteer Evaluations



Why do volunteer evaluations?

- To help the volunteers work closer to their potential
- To help the organization better involve volunteers

# Evaluations Methods



- Volunteer Satisfaction Survey
- Volunteer Self-Assessment
- Volunteer Exit- Interview
- Volunteer Check-ins
- Volunteer Performance Measurement

# Volunteer Life Cycle

